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November 12, 2009

Dear Resident:

SUBJECT: South Bay Bus Rapid Transit (BRT) Project

An exciting new type of transit system is coming to your community. Called the South Bay Bus Rapid Transit (BRT) project, it will establish rapid bus service between the Otay Mesa Port of Entry and downtown San Diego via eastern Chula Vista – including stops in your neighborhood. To learn more about the project, we invite you to attend one of the following open houses:

- Tuesday, December 1, 2009, (3 to 7 p.m.) at Heritage Elementary School, 1450 Santa Lucia Road, Chula Vista
- Thursday, December 3, 2009, (3 to 7 p.m.) at Rancho Del Rey Middle School, 1174 East J Street, Chula Vista
- Monday, December 7, 2009, (3 to 7 p.m.) at Olympian High School, 1925 Magdalena Avenue, Chula Vista

The new system will be different than any other bus service in the region. The 21-mile route will feature fewer stops, comfortable vehicles, and fast, frequent service. It will reduce travel time by using dedicated “guideways” and bus-only lanes, as well as special technology to get through traffic signals more quickly.

The San Diego Association of Governments (SANDAG) will design and build the South Bay BRT project. When construction is complete in 2012/13, the Metropolitan Transit System will operate the bus service.

SANDAG is committed to working with communities along the route. Project team members will be on hand at the open house events listed above to answer your questions. Enclosed for your review are a project fact sheet and a map that shows the route and the open house locations. For more information, visit [www.KeepSanDiegoMoving.com](http://www.KeepSanDiegoMoving.com), or contact public information officer David Hicks at (619) 699-6939 or [dhic@sandag.org](mailto:dhic@sandag.org).

Thank you and we hope to see you soon.

Sincerely,

THE SOUTH BAY BRT PROJECT TEAM

DHI/vpe

Enclosures

MEMBER AGENCIES

Cities of  
Carlsbad  
Chula Vista  
Coronado  
Del Mar  
El Cajon  
Encinitas  
Escondido  
Imperial Beach  
La Mesa  
Lemon Grove  
National City  
Oceanside  
Poway  
San Diego  
San Marcos  
Santee  
Solana Beach  
Vista  
and  
County of San Diego

ADVISORY MEMBERS

Imperial County  
California Department  
of Transportation  
Metropolitan  
Transit System  
North County  
Transit District  
United States  
Department of Defense  
San Diego  
Unified Port District  
San Diego County  
Water Authority  
Southern California  
Tribal Chairmen's Association  
Mexico

# SOUTH BAY BUS RAPID TRANSIT

## FACT SHEET

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### **Better Transit, More Options, and a Multi-modal Approach**

*The South Bay Bus Rapid Transit Project will offer passengers high quality transit that is fast, frequent, and comfortable. The project will provide new upgraded vehicles and enhanced stations resulting in a premium transit service. The stations' architectural design will reflect the surrounding community's character.*



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### **The Project**

The South Bay Bus Rapid Transit (BRT) Project is divided into two phases of implementation.

**Phase One:** Design and build a 21-mile BRT line between the Otay Mesa Port of Entry and downtown San Diego via eastern Chula Vista, I-805, and SR 94. The line will provide residents of Chula Vista and San Diego with fast, frequent, high-quality transit service and new access to the international border at Otay Mesa. The project will include arterial "transit only" lanes, transit signal priority, special shoulder lanes for buses only on the freeway, and enhanced customer amenities.

**Phase Two:** This phase will include the addition of the I-805 managed lanes, a direct access ramp and transit station at Palomar Street, and two new on-line stations and park-and-rides at H Street and Plaza Boulevard. Phase two of the project will result in increased access for National City residents as well as reduced travel times for most passengers.

### **The Solution**

The South Bay BRT project aims to achieve high-speed service along a corridor that currently does not offer a mass transit alternative. The BRT service will offer faster travel times and better reliability than regular bus service by using "transit only" lanes, traffic signal improvements, limited station stops and real-time passenger information. Station enhancements to provide a pleasant waiting environment include upgraded shelters, level platforms to ease boarding, landscaping, and enhanced paving.

### **Project Status**

Preliminary engineering and environmental work is underway. Final design studies will be undertaken over the next year. The first phase is planned to be in operation by late 2012.

### **Route**

The South Bay BRT route is 21 miles between downtown San Diego and the Otay Mesa Port of Entry. There will be 12 stations serving major activity centers in downtown San Diego and the South Bay, including offices, shopping, recreational facilities, residential communities and park -and-ride lots, as well as the Otay Mesa Port of Entry.

### **Operating Plan**

At full build out, service along the corridor would be provided at 10-minute frequencies during peak commute hours, and every 15 minutes during the mid-day. The transit-only lanes and signal treatments, along with low-floor vehicles and Compass Card fare technology, are aimed at minimizing travel delays and creating a high-speed service similar to that of the trolley. This enhanced transit experience is expected to attract new riders who currently do not use transit.

### **Funding**

The first phase of the project will be funded predominately with *TransNet* dollars. *TransNet* is the regional sales tax measure that was approved by voters in 2004. The second phase of the project will use federal, state and local funding sources.



# SOUTH BAY BUS RAPID TRANSIT (BRT) Open House Locations

